

CDA
CAREER DEVELOPMENT
ASSOCIATION OF AUSTRALIA

2016
CDA
NATIONAL
CONFERENCE

25-27 May 2016
Sofitel Melbourne on Collins
VICTORIA, AUSTRALIA

**INSPIRING
EXCELLENCE**
through **Evolution,**
Innovation and
Transformation

Digital Disruption is out Digital Era is in

Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA MPC

26 May 2016

CDAA 27th Anniversary 2016 National Conference

Sofitel Hotel 25 Collins Street

Melbourne Victoria Australia

Past Conferences with Sue Ellson

2014 – Adelaide

- What is Your Purpose?
- LinkedIn Features

2015 – Perth

- Digital Identity – Pull Strategy
- LinkedIn, Google+, Your Website
- Purpose – Computer and User Experience

2016 Conference with Sue Ellson

- What are your Values?
- Capital Raising Mindset
- Economy Models
- Game Changers
- Actions
- Career Development in Schools / Universities / Practice
- LinkedIn, Websites, Search Engine Optimisation
- Brand Development
- Network Management

What are your Values?

- your values determine your purpose
- English literacy, digital literacy, work literacy
- online strategies, offline strategies
- fair exchange versus get rich quick
- clarify, create, attract, persist, review

Capital Raising Mindset

- not fear based – how do you provide value?
- social – good you share with others
- intellectual – lifelong learners
- cultural – diverse society
- financial – time and money
- gratitude or operating – what you have now
- relationship – commitment to others
- credibility – generates returns (currency of trust, asset of loyalty)
- influence – legacy or significance

Economy Models

- Gig – gig to gig
- Attention – bypass noise
- Reputation – verifiable
- Referral – still best for business and careers
- Sharing – group platforms
- Knowledge – specialisation
- Demand – changing supply
- Social – different influencers

Game Changers

- Ad Blocking Software
- Voice Activated Commands (expatriate versus X patriot)
- Aggregator Services – skim and eliminate
- Everything for free – real versus perceived value
- Personalisation – predictive artificial intelligence
- From demographics to behaviours
- Mass manipulation based on data

Actions

- set the example
- wisdom not shiny object syndrome
- combine lifetime value with dynamic value
- create digital assets not expenses
- understand algorithms and search engine optimization
- send the right signals
- attract, respond, review
- smile and say thank you

Career Development in Schools/Uni

- set the example – are you looking after your career?
- LinkedIn set up before departure
- Alumni strategy
- website or blog strategy (register domain name & email)
- non-traditional attraction strategies

Career Development in Practice

- showcase value
- educate and collaborate
- massage the message
- responsibility – free, help, done
- digital competence (not just literacy)

LinkedIn

- Views per 90 days, Save to PDF, Export Connections
- How you rank for profile views in your network
<http://www.linkedin.com/wvmx/profile/rankings>
- How you perform socially on LinkedIn
<https://www.linkedin.com/sales/ssi>
- Profinder – to help you find talent (mostly US)
<https://www.linkedin.com/profinder/>
- Elevate – to get employees to help share (paid)
<http://business.linkedin.com/elevate>
- Economic Graph Challenge – digital map global economy
<https://specialedition.linkedin.com>

Websites – critical features

- Speed < 4 seconds
 - Bounce rate < 55%
 - Time on your website > 2 minutes
 - Pages per visit > 2 pages
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- Location Specific
 - Responsive (works on mobile devices)
 - Static content and regular new content
 - Scannable content, answers questions
 - Attracts target audience and converts

<http://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

<https://www.google.com.au/insidesearch/howsearchworks/algorithms.html>

<https://support.google.com/webmasters/answer/6001102>

Search Engine Optimisation

- understand your target audience first
- quality content regularly added (curate in need)
- quality intra links, out links, back links, reciprocal links (high authority websites)
- title of page or post most important but re-use with your headings, first sentence, image description, call to action
- keep Google informed - Google+ and Google My Business
- optimise your videos on YouTube (second biggest search engine owned by Google)

Brand Development

- authentic and consistent
- perception versus reality
- intentional versus unintentional
- share the love – recognise others
- associate and replicate
- ratings and reviews

Network Management

- no job security only network value
- share your value proposition
- information and inspiration (not just sales)
- magnet for aligned opportunities
- Never too early to start

Questions and Answers

SMS Text your Name, Personal Email Address and CDAA to

0402 243 271

- Free copy of these slides and link to audio and video recording
- Free digital copy of '**120 Ways To Achieve Your Purpose With LinkedIn**'
- Invitation to connect to Sue Ellson on LinkedIn (8,274 Connections)

sueellson @ sueellson.com

